

Rating Criteria

This section describes how each proposal will be reviewed and evaluated by the panel, using the information submitted by the applicant. Valid, verifiable documentation is not a simple listing of trips, river locations, dates, and types of craft, nor is it letters of referral that simply comment on character or expertise. A list of trips must be accompanied by business documents (ledgers, calendars, daily diaries, or work planners) that specifically support the number of trips, types of boats, and locations where the use occurred. Letters of referral must contain the same kind of quantifiable information. For those rivers that require an agency permit (Federal, State, or County) copies of the permit for each period of use, and agency use reports will be required to verify experience. **Some criteria require separate responses in writing. Please ensure that all written responses are clearly labeled as to what section they are in response to (e.g. 3. Type and Quality of Customer Service).**

The selection will be based on the criteria described below as well as potentially other criteria. and will include, but not be limited to the following:

1. Type of and Quality of Customer Service (25 Points)

The kind and quality of the service proposed in terms of meeting public need. Applicants will be evaluated according to items listed in the Operating Plan, including: how the proposal meets the mission of the Bureau of Land Management; how the proposal provides education and interpretation of the natural environment; how the proposed operation will provide for a quality client experience (i.e., the type of operation, type of equipment, and how guests will be cared for); and how safety is provided for and what kinds of emergency/evacuation procedures will be implemented (this includes the type of communications that will be used). **Please respond to the following:**

- Document guiding business experience if you were the proprietor, including business name, tax ID number, location, years of operation, and if it is your current business.
- Document the number of clients served and include a current client list from current year of operation, as documentation that you operate a valid guiding business (client lists will be kept private and secure and will be returned at the end of the process).

Points will be awarded in the following manner:

- Meets mission of Bureau (up to 5 points)
- Provides education and interpretation of natural environment (up to 5 points)
- Provides quality client experience (up to 5 points)
- Provides for a safe experience (up to 5 points)
- Documentation provided regarding business experience (up to 5 points)

2. Commercial Boating Experience (35 Points)

This section focuses on the applicant's commercial boating experience. In addition to evaluating the applicant's response to items addressed in the Business Plan, Operating Plan and Special Recreation Application Form, this provides an opportunity to include a detailed explanation of any experience

relating to operation of an outfitting and guiding business and, more specifically, river operations that have included whitewater activities. **Please provide the following information:**

- Document the number of years that you have owned and operated a non-motorized boat for commercial operations in a river environment; your (and your staff's) experience and qualifications necessary to satisfy the proposed outfitting/guiding activity;
 - Describe your whitewater boating outfitting and guiding operations and provide specific documentation including: business name; the number of trips made per year; dates; trip description; services provided; public served; locations (e.g. rivers and segments), and volume of business. Include the number of passengers in your boat and the months and year(s) the trips were made.
 - Provide information regarding past performance, either through performance evaluations from agency representatives, customer survey reports, and/or letters of recommendation.
 - Information demonstrating knowledge of the area, as well as educational and interpretive capacity.
 - Describe your knowledge of the compartment(s) for which you are applying (i.e., you must provide a description of the river stretches, roads, trails, or other routes that will be used in your operation);
- Provide any past permits issued by land management agencies and any violations issued by the US Forest Service, BLM, Oregon Department of Fish and Wildlife, local law enforcement, or the Outfitter's Registration/ Licensing Board. Include copies of the permit and agency use forms.

Points will be awarded in the following manner:

- Number of years documented that you have owned, operated, or worked for a commercial boating operation on the Lower Deschutes River (up to 15 points)
- Number of years documented that you have owned, operated, or worked for a commercial boating operation in a river environment other than the Lower Deschutes (up to 15 points);
- Have you held any federal or state outfitter/guide permits that have been suspended, revoked or terminated for cause in the last twenty years (documented references will be checked)? 10 points if no suspensions, revocations or terminations in the last ten years. 5 points if no suspensions, revocations or terminations in the last five years.

3. Financial Information, Business, and Operating Plans (15 Points)

This section focuses on the financial capability and demonstrated ability of the proponent to operate and maintain a successful outfitting and guiding business. Applicants are required to provide a complete set of all financial statements for the last three fiscal years that have been audited, reviewed, or compiled by a certified public accountant (CPA).

Any financial information submitted by applicants shall conform to generally accepted accounting principles (GAAP) or other comprehensive basis of accounting. Any previously prepared financial documents that are submitted must be un-redacted and in their original form, including footnotes. The business plan and all financial information and projections are confidential information and may not be released by the BLM, to the extent allowed in the Freedom of Information and Privacy Act, 5 U.S.C 552 and 552a, respectfully.

If previous financial statements are not available, at a minimum, applicants need to answer and/or address the following statements:

- List your start-up expenses.
- List your sources of financing (cash, non-cash assets, loans, etc.) and uses of financing (working capital needs, e.g. buildings, equipment, salary, etc.).
- Develop a monthly cash flow projection (income-debt) for the first year.

Information provided within the Business and Operating plans will also be used to determine the financial capability and demonstrated ability of the proponent to operate and maintain a successful outfitting and guiding business.

4. Stewardship (10 Points)

Have you participated in the clean-up or restoration of a river or riparian ecosystem? Please provide examples and associated documentation including, but not limited to, articles, photographs, letters of appreciation, etc. Proof of stewardship activities for up to three years will be worth five points. Proof of stewardship activities for over three years will be worth 10 points.

5. Swift Water Rescue Experience/Certification (10 Points)

Do you currently hold valid certification of emergency medical training more advanced than Standard First Aid and Adult CPR? If so, include a photocopy of the dated certification as documentation. Are you currently trained in swift water rescue techniques? Advanced medical training and/or certification in swift water rescue will be worth 10 points.

6. Increasing Access to Extended Outdoor Experiences for Youth (5 Points)

Do you currently provide programs that engage individuals 26 years of age or younger in the outdoors? If so, do you provide river related recreation/outdoor adventure opportunities for youth who might fall into the following categories?:

- Students (with an emphasis on educational programs);
- Disadvantaged or Challenged youth (e.g. homeless, former offenders, etc.); and/or
- Disabled youth.

Please describe how you extend outdoor experiences to youth, and provide the length/duration of the trips you offer. Increasing access to youth, especially those considered disadvantaged or under-resourced, is a priority for the BLM and Department of Interior and will be worth five points.